

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Kleen Products, Inc.

#### Oklahoma Alliance for Manufacturing Excellence

#### Kleen keeps pace with new product

##### Client Profile:

Kleen Products manufactures hand cleaner for auto, janitorial and other industries. The company, located in Oklahoma City, Oklahoma, was founded in 1948 and employs about a dozen people.

##### Situation:

Kleen holds a significant percentage of the industrial hand cleaner market, retaining loyal customers because of its attention to hand care. Over the past few years, however, they saw their market share decrease as competitors lured customers away with new varieties of products. For advice, Kleen turned to Bob Carter, a Manufacturing Extension Agent with the Oklahoma Alliance for Manufacturing Excellence (the Alliance), NIST MEP network affiliate. Carter researched the market and exposed a hole in Kleen's suite of products. Carter discovered a good portion of Kleen's sales were lost to competitors with an anti-bacterial soap.

##### Solution:

OAME's Bob Carter worked with a local chemist to tweak Kleen's existing product and add the proper anti-bacterial agents. It was important to get the right combination that would not deteriorate the traditional formula. Carter secured independent lab tests that showed the new formula was effective. Carter worked on a production design that would limit the cost of producing a new product. Carter then mapped out a marketing plan to publicize the new product and recoup lost market share. Carter initially capitalized on Kleen's loyal customer base, many of whom had regrettably switched providers. The previous customers quickly returned, and new customers are helping Kleen recapture its market-leading status.

##### Results:

- \* Increased sales by \$400,000.
- \* Created 2 new jobs.
- \* Retained 5 jobs.
- \* Invested \$50,000 in local capital.
- \* Experienced a cost savings of \$25,000.

##### Testimonial:

"In the benefit to our company, The Alliance is the best organization that I've ever been involved with."  
Kenneth Newman, President